

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re US Patent Application of:)	
)	
Matthew K. GRACIE)	Confirmation No.: 2322
)	
Serial No.: 10/735,018)	Group Art Unit: 3624
)	
Filing Date: December 12, 2003)	Examiner: Loftis, Johnna R.
)	
Title: SYSTEM AND METHOD FOR)	
CONDUCTING AN OPTIMIZED)	
CUSTOMER IDENTIFICATION)	
PROGRAM)	

Mail Stop AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO DECEMBER 8, 2009
NOTICE OF NON-COMPLIANT AMENDMENT (37 CFR 1.121)

Dear Sir:

In response to the Notice of Non-Compliant Amendment dated December 8, 2009, Applicants hereby submit an entire replacement Amendment to include a complete listing of all of the claims as previously presented.

- I. **IN THE CLAIMS:** This section begins on Page 2
- II. **REMARKS:** This section begins on Page 18